Monday, March 31, 1986

Advertising Age®

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TV Commercial Production

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NEWSPAPER

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HIGHLIGHTS

Network order changeth 1
CBS Inc. last week rebuffed a $3.7 billion buyout offer from oilman billionaire Marvin Davis, but the price of staying independent will continue to escalate. The Davis bid, in fact, put into sharper focus the fact that all three major tv networks—CBS, NBC and ABC—are in the process of putting traditions behind them.

NBC Olympic deal signed 1
NBC signed to broadcast the 1988 Summer Olympics from Korea, but the revenue-sharing plan in the agreement is being termed a "face-saving" device for the Koreans. Sources said NBC does not expect to pay more than $300 million.

Baseball's family pitch 3
There is no doubt this is Major League Baseball's year of the family. Nearly every team is making a pitch to lure mom, dad and the kids into stadiums. The family concept is being used to counter baseball's well publicized drug problems. It also is the hook baseball marketers believe will increase attendance.

Opel win free for Troost 3
General Motors last week announced it is moving the $24 million-to-$28 million Adam Opel account in Germany from McCann-Erickson, its agency for the last 57 years, to Troost Lowe-Marschalk, which did not even pitch for the account.

L'Envie suit settled 6
S.C. Johnson & Son and Cosmair have agreed on new labeling and advertising disclaimers to settle a lawsuit that jeopardized Johnson's $12 million launch of its L'Envie by Agree Parfum shampoo and conditioner line.

P&G goes liquid 12
Procter & Gamble's decision to test-market a liquid version of its Cheer laundry detergent indicates that major soap companies now agree with consumers that liquids are the detergent market's future.

Tom's Maine chance 71
Although Tom's of Maine may have started out as a lark, it is becoming, if not big business, nothing to brush off.

Retailers get small 83
Two of the nation's top retailers last week announced expansion plans based on a "Smaller is better" philosophy. Sears, Roebuck & Co. said that this year it will open up to 50 paint-and-hardware stores, part of a new emphasis on developing smaller-scale specialty outlets. Rival Montgomery Ward & Co. said it will convert 117 of its current stores, about 40% of its chain, to "Seven Worlds of Ward's" specialty stores.

NEW PRODUCTS

Milking calcium 28
Calcium is fast becoming the "mineral of the month," finding its way into many product offerings. As always, the question is: Is it here to stay?

FEATURES

A Walz with a reel 40
Had David Ogilvy made sinus medicine sound more appealing, Ken Walz might not have left advertising for video production. And Mr. Walz would not have produced the "Girls Just Want to Have Fun" music video that made Cyndi Lauper a pop phenomenon and made him what he is today: One of the most accomplished music video producers and an outspoken critic of advertising's attempts to mimic music video style in commercials.

INTERNATIONAL

Japanese cigaret tax 58
Foreign tobacco marketers in Tokyo are facing a new excise tax on cigarets that is expected to seriously hurt their efforts to carve out a bigger slice of the $14.8 billion Japanese cigaret market.

Relaxed U.K. client conflict 58
British advertisers, caught in a wave of corporate mergers like those in the U.S., are relaxing their attitudes about client conflict. They are redefining "conflict" as a situation in which a marketer's agency handles a product in direct competition with the marketer's own, rather than an agency merely handling other accounts for a rival.

More tv ads in India 59
Despite an ongoing controversy over the role of tv, tv advertising has arrived in India and is expected to grow dramatically in the next five years. Today there are 5.2 million tv sets reaching 50 million people at peak times, compared with about 450,000 sets 10 years ago.

OTHER NEWS

A $1 million-a-week coupon misredemption ring, busted March 12 by U.S. Postal Service inspectors in Florida, was run by a group of conmen who for several years tried to get legitimate coupon clearinghouses to participate in the scheme, USPS says. Page 10.

McIlhenny Co., citing increased competition in what is being called a "cut-throat category," is spicing up its media mix for Tabasco hot sauce, suggesting it as an alternative to salt. Page 22.

The Securities & Exchange Commission plans to issue guidelines aimed at preventing consumer confusion over ads from investment companies offering Ginnie Mae funds. Page 32.

The hard-core sports fan is no less interested in sports than he was five years ago, but the "light" sports fan is defecting to alternative programs in increasing numbers, according to a study by Campbell-Ewald on the future of tv sports. Page 39.

Chicago's long tradition of afternoon newspapers has been revived with plans to begin a weekday business tabloid called *Daily Market Digest*. Page 65.

Fresh from success in the Mexican specialty foods market, Pet Inc. will find the sauce even spicier when it squares off against established competitors in the fast-growing $1.8 billion Italian-foods market. Page 82.

The availability of three Oscar-winning movies on videocassette is putting the big chill on Hollywood's traditional ad push for Academy Award films this year. Only Universal Pictures, with "Out of Africa," plans extra network tv and page ads in major newspapers. Page 83.

CAMPAIGNS BREAKING

Kellogg Co. April 1 puts Garfield the Cat bicycle stickers in 50 million boxes of Apple Jacks, Corn Pops, Fruit Loops, Honey Smacks and Raisin Bran cereals. Leo Burnett USA, Chicago, handles the $1.5 million promo (AA, Jan. 27).

SPECIAL REPORT

Tv commercial production is changing with new, expanded roles for directors and higher costs of production. Special Report looks at these issues and provides a directory of tv commercial production houses in the U.S.

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Grey to fly with airline account

By GARY LEVIN

Northwest Orient Airlines has picked incumbent Grey Advertising, Minneapolis, to handle its combined U.S. passenger account —estimated to be worth in excess of $50 million—following Northwest's acquisition of Minneapolis-based Republic Airlines (AA, Jan. 27).

Dancer Fitzgerald Sample, New York, which had held the $25 million Republic account, also had pitched for the combined assignment (AA, Feb. 17). Northwest's decision for Grey leaves Dancer open to pursue other airline business.

The consolidation "allows for advance planning of the merged airlines' launch advertising pro-

(Continued on Page 86)

Bergin: Eased off Coke biz

By STEWART ALTER

NEW YORK—It wasn't John Bergin's idea to start up his own agency within McCann-Erickson. He would have preferred remaining the top creative exec on the Coca-Cola account.

But Coca-Cola felt differently. The client had McCann gently ease Mr. Bergin off its business, and McCann accommodated both Coke and Mr. Bergin by setting up the John Bergin Group, a team of top creatives who will hunt for new business and troubleshoot on McCann accounts.

Mr. Bergin, who earlier had played a major role both at BBDO in the development of the "Pepsi generation" cam-

(Continued on Page 86)

West Coast news

E. & J. Gallo eyes black audience

E. & J. Gallo Winery, Modesto, Cal., is for the first time reviewing advertising agencies specializing in the black market concerning an undisclosed assignment. The nation's largest winery is in preliminary talks with at least three. They include: ICAN, Marina Del Rey; J. Melvin Muse & Co., Santa Ana, and TDJT Communications, San Francisco. Gallo declined comment.

Chiat/Day senior vp-director of

(Continued on Page 86)

News spotlight powers Tylenol ad recall

Visibility increases after poisoning

By JULIE FRANZ

Consumers often confuse what they see in advertising with what they see on the nightly news, and such has been the case with Johnson & Johnson's Tylenol.

Tylenol's share of first mentions last month in ADVERTISING AGE's adWatch survey of advertising awareness zoomed 12.1 percentage points to 33.7% after remaining relatively unchanged for the past year.

As has happened before, both to Tylenol and other consumer products, advertising awareness was boosted by events unrelated to advertising.

Advertising for Tylenol was pulled from the air Feb. 11, one day after a New York woman died after taking cyanide-tainted capsules of Extra-Strength Tylenol.

The pain reliever remained the subject of public scrutiny for several weeks as capsules were removed from store shelves across the country and replaced by caplets.

The chairman of J&J's McNeil Consumer Products Co. unit appeared in a tv commercial that broke Feb. 19, one day before the monthly adWatch survey was completed, asking consumers to trade in their Tylenol capsules for Tylenol caplets.

Brand advertising, which, ironically, shows testimonials from contented users, resumed March 7. Saatchi & Saatchi Compton, New York, handles.

AdWatch is a joint project of ADVERTISING AGE and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name ads in a variety of product categories that first come to mind from all seen, heard or read in the previous 30 days.

In February, 1,000 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Also making headlines in February—although hardly as ominous as those relating to Tylenol—was Burger King's recently ended "Herb" campaign. BK president Jay Darling called the campaign a disappointment except for the increased awareness Herb gave the chain (AA, March 24).

And Herb did help No. 2 Burger King's ad awareness. In February, 23% of the 1,000 consumers polled named Burger King first when asked to name the first **fast-food** ad that came to mind. That represented a five-percentage-point increase over the January results, when BK was named first by 18% of those surveyed.

BK's share of first mentions has been steadily rising since Herb hit the airwaves in late November, climbing 12.9 points from November through February.

Conversely, McDonald's share of ad awareness has dropped 9.4 points from November through February—a time when McDonald's was spending an average $5 million a week on tv advertising for its McD.L.T. sandwich.

Last month, Big Mac's share of first mentions in the aided fast-food category fell 5.7 percentage points to 39.6%. McDonald's launched a pool of five new McD.L.T. spots during the Jan. 26 Super Bowl XX telecast.

Wendy's International's advertising remains No. 3 with 9.5% of first mentions. Hardee's Food Systems is No. 4 with 2.7% of first mentions, and Jack in the Box reappeared in the top five for the first time in nine months with 1.2% of first mentions.

In the **soft-drink** category, Pepsi-Cola's share of first mentions climbed 9.4 points to 32.9%, putting the brand in the driver's seat for the first time since April, 1985, when its popular "New generation" campaign featuring singer Lionel Richie first aired.

Once again it's a star-studded approach that has put Pepsi in the No. 1 position for ad awareness among soft-drink marketers.

Spots featuring actor Michael J. Fox fashioning a can of Pepsi from a paper photocopy broke Feb. 2. It was followed Feb. 10 by a spot entitled "Telekinesis," showing a group of students prompting another student to move a Coke can by thinking of refreshment. Instead, an entire Pepsi machine rises in the air.

Pepsi has a chance to make even greater gains against Coke in the March survey, because the campaign's two-minute spot featuring "Miami Vice" star Don Johnson and rocker Glenn Frey broke during the Grammy Awards telecast Feb. 25, five days after the Febru-

(Continued on Page 71)

SOUTHERN CALIFORNIA'S BEST MARKET IS ITS WORST KEPT SECRET

Orange County, Southern California's most affluent market with a median household income 29% higher than Los Angeles, is now a national advertising target. In 1985, its leading newspaper — The Orange County Register — carried more full-run daily advertising than any other newspaper...in the nation.

Source: Media Records, Inc., 1985

THE ORANGE COUNTY Register
METROGROUP

The *only* way to influence Southern California's best market.

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

PEOPLE

Discover The Discovery Channel.

Nature. Science. History. Technology. World explorations. Human Adventure. Twelve hours a day The Discovery Channel offers the best entertaining non-fiction programming the world has to offer.

Finally, America's most elusive television audience has a network to call its own.

The Discovery Channel. Only on cable. Catch it!

THE DISCOVERY CHANNEL

adWatch

(Continued from Page 4)

ary adWatch survey was taken.

Coca-Cola, whose score fell 4.6 points to 30% of first mentions, dropped into an unaccustomed second-place slot.

But it also is poised for an awareness comeback: New commercials for Coke ("Catch the wave"), Coca-Cola Classic ("Red, white and you") and diet Coke (more stars bopping to "Just for the taste of it") broke the week of Feb. 19, too late to make a mark in February's survey data but just in time to make trouble for Pepsi.

Seven-Up Co.'s "Feels so good comin' down" campaign for 7UP so far has had little effect on the brand's share of top-of-mind ad awareness.

Its advertising remained No. 3 in the category with 4.1% of first mentions.

Diet Coke keeps the No. 4 spot with 2.1% last month, while Coca-Cola Co.'s Sprite is again No. 5 with 1.9% of first mentions.

Competitors continued to fight it out for air travelers in the airline category by offering lower and lower fares.

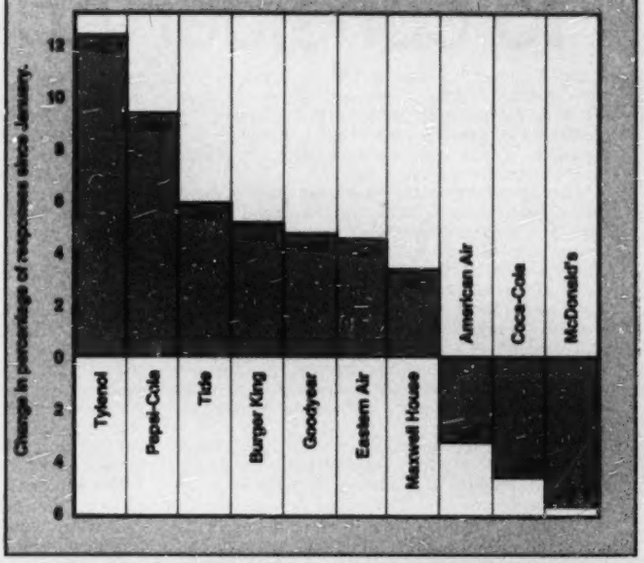
Eastern Air Lines' share of first mentions rose 4.5 points to 15.3%, putting it in first place ahead of United with 14.7% of first mentions.

American fell into third, dropping 3.2 points to 8.4%.

The top 10 best recalled (unaided) ads in February were for, in descending order, Burger King, McDonald's, Tylenol, Coca-Cola, Pepsi, Ford, Miller/Miller Lite, Budweiser/Bud Light (Anheuser-Busch), Wendy's and Procter & Gamble's Tide.#

February winners and losers

Questions: Of all the advertising for [product category] you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



Louw's expands into multimedia training network

Fort Lee, N.J.—Louw's Management Corp., a communication skills training company whose client list includes 16 major advertising agencies, will expand its operation to offer a multimedia training network of educational activities, such as video and audio training programs.

New-business development skills in communications will be one of the emphases.#

For more information or data, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

Tom's of Maine rolls natural antiperspirant

Joins successful toothpaste

By NANCY GIGES

Although Tom's of Maine may have started out as a lark, it is becoming, if not big business, nothing to brush off.

The Kennebunk, Me.-based company, which was born when the Chappell family left Philadelphia for a more basic life style (AA, July 15), is introducing an all-natural antiperspirant nationally in April and expanding the ad campaign that has enabled Tom's all-natural toothpaste to lay claim to the No. 5 position in the dentifrice category in Portland, Me.

Although Tom's has run magazine ads nationally on a limited basis for the toothpaste, it has focused most of its efforts on a radio and Sunday supplement campaign in Portland. The company spent, at a national rate of about $3 million, tens of millions of dollars less than the leading brands.

But with that effort, the brand grew to surpass all of the smaller products, trailing only Procter & Gamble's Crest, Colgate-Palmolive Co.'s Colgate, Beecham Products' Aqua-fresh and Lever Bros.' Aim. The brand's share has grown from less than 1% to nearly 3%.

That advertising is set to break in Boston in April, Providence and Hartford in June, Washington in July and San Francisco in September. For next year, the company has set its sights on the Big 3 metropolitan areas: New York, Chicago and Los Angeles.

Company general manager John Eldredge said the same creative, which was produced in-house, will be used for some time because it will be new to those areas. The company uses Vitt Media International, New York, for placement.

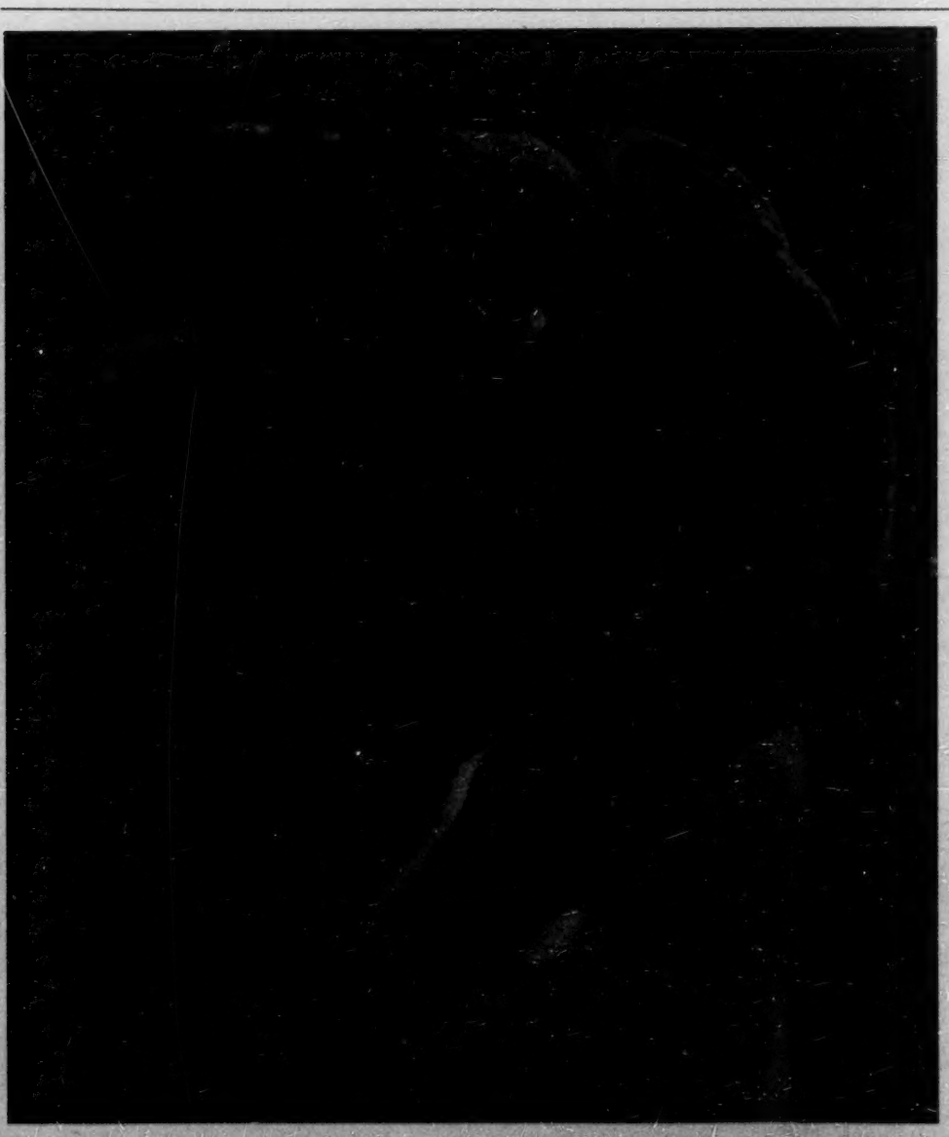
Tom's of Maine aims its products and advertising at what Mr. Eldredge called the "societally conscious and experiential" consumer, running on classical, news/talk and album-oriented-rock radio stations.

In Portland, Tom's will replace its test campaign for toothpaste with another for the antiperspirant and, if successful, it will roll into the expansion markets in conjunction with the toothpaste advertising. The two products will very likely be promoted together at that time, Mr. Eldredge said.

Even though Tom's is introducing its all-natural antiperspirant nationally with no advertising, Mr. Eldredge said getting shelf space has not been much of a problem, especially after the company gained experience in struggling for space on the dentifrice shelves in the midst of the plaque/tartar war.#

Prism pay-tv relocates

Bala-Cynwyd, Pa.—Prism, a regional movie and sports pay-tv service, has moved to 225 City Line Ave., 19004.



bull·dog

\'bůl-dog\ *n.* 1: a muscular, tenacious breed marked by vigor, known to be both tough and smart. 2: *pl.* a group of tenacious, determined, savvy people who are winners at what they do.

Dailies fare best with December ad sales

By WILLIAM F. GLOEDE

NEW YORK—The ADVERTISING AGE Flash Report of newspaper advertising investments showed December was a better month for the 29 measured major-market dailies than for the industry as a whole. Advertisers in 16 major categories increased spending 17.3% compared with December, 1984, levels, to $398.1 million.

Department stores led the way in dollar volume with a 19.7% increase to $145.7 million; but general-merchandise stores followed closely with a 25.7% increase to $71.9 million.

Food stores spending was up 17.3% to $32.7 million, and radio-tv-records dealers were up 33.3% to $34.1 million.

One national classification, new passenger cars, soared 52.3% to $16.9 million, and a pair of financial categories, banks and trust companies and stock, bond and investment houses, were up 40% to $6.1 million and up 39.4% to $1.7 million, respectively.

Losing categories included alcoholic beverages, down 7.3% to $5 million; computers, equipment and services, down 27.6% to $6.5 million; public service utilities and commissions, down 36.3% to $6.7 million, and publishing and media, down 0.2% to $9.9 million.

The Flash Report is based on measurements of advertising in 16 categories in 29 daily and 23 Sunday newspapers in 15 major markets.#

FLASH REPORT: Newspaper advertising investment for December

December 1985		IN 100 THOUSANDS IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1 2 3 4 5 6 7 8 9 1 5 10 15 20 25 30 35 40 45 50 55 60 65 70 75 80 85 90 95 100 105 110	1985	1984	ACTUAL $ G OR L	% G OR L
Amusements	1985		$33,942,834	$31,388,106	+2,554,728	+8.1
	1984					
Computer stores & supplies	1985		8,865,556	8,400,961	+464,595	+5.5
	1984					
Department stores	1985		145,710,789	121,753,055	+23,957,714	+19.7
	1984					
Food stores	1985		32,687,878	27,856,891	+4,830,987	+17.3
	1984					
Radio, tv, phonographs, records	1985		34,074,355	25,564,244	+8,510,111	+33.3
	1984					
General merchandise stores	1985		71,892,993	57,192,504	+14,700,489	+25.7
	1984					
Alcoholic beverages	1985		5,011,318	5,406,256	−394,938	−7.3
	1984					
Cameras, photo supplies & services	1985		1,697,441	1,373,827	+323,614	+23.6
	1984					
Computers, equipment & services	1985		6,536,135	9,032,258	−2,496,123	−27.6
	1984					
Public service utilities & communications	1985		6,666,379	10,471,065	−3,804,686	−36.3
	1984					
Publishing & media	1985		9,928,255	9,948,432	−20,177	−0.2
	1984					
Cigarets	1985		8,903,579	7,056,668	+1,846,911	+26.2
	1984					
Airlines	1985		8,078,323	7,953,162	+125,161	+1.6
	1984					
Passenger cars-new	1985		16,925,560	11,109,959	+5,815,601	+52.3
	1984					
Banks & trust companies	1985		6,130,761	4,378,627	+1,752,134	+40.0
	1984					
Stock, bond & investment houses	1985		1,657,487	1,188,896	+468,591	+39.4
	1984					

This Flash Report of newspaper advertiser investments, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 29 dailies and 23 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Cincinnati, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Pet faces hot fight in Italian-foods market

By JULIE FRANZ

Fresh from success in the Mexican specialty foods market, Pet Inc. will find the sauce even spicier when it squares off against established competitors in the fast-growing, $1.8 billion Italian-foods market.

St. Louis-based Pet, a unit of I.C. Industries, will start testing a 30-item line of Italian food (AA, March 3) under the Italian Market banner in June in Kansas City and Omaha.

It will be dishing up its new products on a table already set with places for Chesebrough-Pond's, Campbell Soup, Prince, Hershey, Borden's and R.T. French—and where elbows are flying. The Italian category grew 9% in sales last year.

Pet plans to field entries in most segments of the category, with retail prices ranging from 99¢ to $2.59. A company spokesman declined to match prices to specific items, but retail sources said items will be priced comparably with other premium Italian products.

Pet's Italian Market line includes 10 different dry pasta items (such as nested spinach fettuccini and angel hair pasta), 14 canned and bottled sauces (including Alfredo, Pesto and Marscala) and six "menu completers," including two antipasti salads and two Italian-style, shelf-stable custard dessert items.

Frozen entrees could be added, said grocery group president James Matson, although no frozen items initially are planned. The $673 million Italian frozen entree market grew 14% last year.

The Italian Market line will receive spot tv, magazine, newspaper and coupon support beginning in mid-June via Bozell, Jacobs, Kenyon & Eckhardt, Minneapolis. Mr. Matson said he expects the products to test for at least six months before moving national.

Competition could be keenest in the $847 million sauce market, which grew 9% last year, thanks to an already intense battle between Chesebrough-Pond's Ragu spaghetti sauce and Campbell Soup's Prego spaghetti sauce. Ragu holds a 49.4% market share, Prego 30.1%, and Prince's two brands, Aunt Millie's and Prince, hold a combined 6% share.

Campbell Soup will stir the segment even more in July by beginning national distribution of its Fresh Chef Italian Sauces line of jarred, refrigerated spaghetti sauces. The line includes Alfredo, White Clam, Bolognese and Classic Tomato flavors and could include Pesto and Red Clam varieties by yearend.

Campbell began testing in Buffalo and Rochester, N.Y., last April and moved into Denver, Philadelphia and St. Louis in January (AA, Feb. 10).

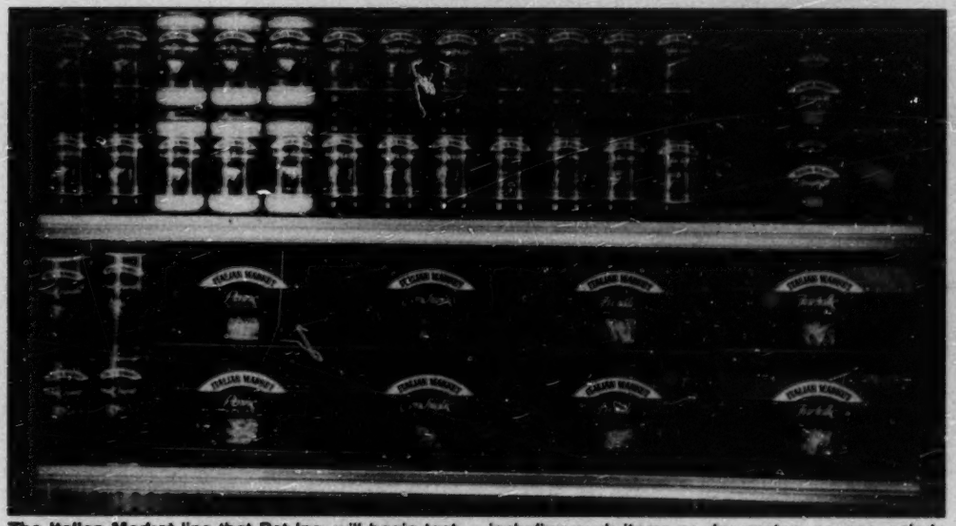
Campbell's product addresses the emergence of more elegant Italian food popularized in restaurants, said Marty Buchalski, Fresh Chef product manager. "Basic [spaghetti] sauces sell better with large families. We're using specialized sauces to get at smaller households," he said.

Spot tv, radio and coupons, via Needham Harper Worldwide, New York, support.

The Fresh Chef refrigerated brand also includes a line of salads, among them an Italian pasta salad and a line of soups in a jar.

Prince Co., Lowell, Mass., in February began testing a three-item line of Classico Pasta Sauces, based on three regions in Italy, in Albany, N.Y. The sauces are packaged in mason jars and retail for $1.69 (14 ozs.) and $2.99 (26 ozs.).

Prince also has begun testing a six-item line of President's Silver Award dry pasta (AA, Feb. 24) in varieties targeted to consumers with more exotic tastes, the company said. Testing is in New England, New York, Chicago and Detroit, with national distribution planned for July. Print in gourmet magazines, via Venet Advertising, New York, supports, although tv may be added to the media mix in September.



The Italian Market line that Pet Inc. will begin test-marketing in June encompasses 30 different items, including such items as dry pastas, sauces, salads and desserts.

The $852 million dry pasta market grew only 3% last year and is mostly made up of regional brands. The closely competitive market is led by Hershey Foods Corp. with a 17% market share for its six brands. In the No. 2 spot is CPC International's Mueller brand with a 15.6% share, but Borden's five brands are closing in, boosting their share last year to 15% from 11.9%.

Rochester, N.Y.-based R.T. French Co. is adding a twist by introducing a line of dry toppings for pasta and salads. French's Pasta Toss combines grated cheese, other dairy products, herbs and spices (AA, March 17).

French pioneered the market for sauce mixes in an envelope 30 years ago. Pasta Toss is an extension of that concept, but it stands alone rather than acts as a food additive. The four-flavor line is packaged in a cardboard shaker-bottle, like grated Parmesan cheese toppings, and retails for $1.59 per 3-oz. bottle. Each bottle contains 12 to 16 servings.

Network tv for Pasta Toss begins in June and runs through December. Magazine ads and couponed, freestanding newspaper inserts, via J. Walter Thompson USA, New York, also are part of the $10 million rollout.

By entering the Italian market, Pet is attempting to duplicate its success in the $1 billion Mexican food market, where its Old El Paso brand holds a 20% market share.

IC Industries' chairman William Johnson told a group of industry analysts in February it is looking for new products and acquisitions that would "strengthen Pet as a specialty food marketer." The company's 80-item Old El Paso line will move into international markets this year, including Europe and the far East, he said.

Pet has been testing a line of Old El Paso frozen entrees called Festive Dinners in regional markets since last spring (AA, May 20). Spot tv and couponing, themed "A great new change of place," via Grey Advertising, New York, support.#